



# Talk Show Content Analysis

Based on Top 10 Programmes

Volume – 11



Nov 2024



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## Previous Talk Show Reports

Sep 2024: <https://gallup.com.pk/post/37696>

June 2024: <https://gallup.com.pk/post/37215>

May 2024: <https://gallup.com.pk/post/37212>

Dec 2023: <https://gallup.com.pk/post/35985>

Nov 2023: <https://gallup.com.pk/post/35869>

July 2023: <https://gallup.com.pk/post/35773>

April 2023: <https://gallup.com.pk/post/34560>

Feb 2023: <https://gallup.com.pk/post/34300>

Jan 2023: <https://gallup.com.pk/post/34160>

Dec 2022: <https://gallup.com.pk/post/34041>

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# Key Insights

- 01 Most of the topics discussed are related to Politics, taking **72%** of the whole Programs.
- 02 Some of the main topics discussed in the last month are “PTI Protest On 24 November” and “Trump Wins 2024 Presidential Election”
- 03 PTI (**29%**) and PLMN (**28%**) are the top two parties which appeared most frequently among 10 parties.
- 04 The total number of Programmes monitored are **10**. Total number of unique guests appeared in these Programmes are **129**. The total number of repeated guests appeared in these Programmes are **305**.
- 05 Rana Sana Ullah (**4%**) and Faisal Vawda (**3%**) were the top two guests who appeared most frequently in all the Programs.
- 06 The Programme with the highest appearance of unique guests was “**On The Front With Kamran Shahid** ” and “**11<sup>th</sup> Hour**” with a total count of 29 and 27, respectively.
- 07 Appearance of PTI on ARY new is (**37%**). Likewise, the appearance of PML N is highest on SAMAA (**42%**).
- 08 PTI was dominant in the talk shows(**11th Hour, Off The Record, Aiteraz Hai**), monitored on ARY News and PMLN was dominant in the talk show (**Red Line With Syed Talat Hussain, Nadeem Malik Live**), monitored on SAMAA.

## Key Takeaway

**The key takeaway from this media monitoring report** is that political content remains dominant in the media, with **72%** of coverage focused on political topics. **PTI** and **PML-N** are the most frequently covered parties, with **29%** and **28%** of the coverage, respectively, indicating a strong media presence of these major political groups. The high frequency of appearances by political figures like Rana **Sana Ullah** and **Faisal Vawda** reflects the media's focus on influential personalities, shaping political discourse. Talk shows such as "**On The Front with Kamran Shahid**" and "**11th Hour**" stand out as key platforms for political discussions, attracting the highest number of unique guests. The strategic media presence of PTI on ARY News and PML-N on SAMAA highlights the tailored approach political parties use to target specific audiences and amplify their messages. This underscores the important role of the media in influencing public opinion and reinforcing political power structures.

## Methodology

Six leading TV channel including **ARY, Dunya News, Geo News, Express News, Samaa TV and BOL news** are included in this study as a unit of analysis. Programmes which are telecasted and selected from these channels include “**Aitraaz hai**”, “**Nadeem Malik live**”, “**Off the record**”, “**11th Hour**”, “**Aaj Shahzeb Khanzada Kay Sath**”, “**Capital talk**”, “**Aisay Nahi Chalay Ga**”, “**On The Front With Kamran Shahid**” and “**Kal Tak Javed Chaudhary**”.

# Name of the Talk shows selected in the study



Capital talk

Aitraaz Hai



Nadeem Malik Live

Off the record



11<sup>th</sup> Hour



Kal Tak Javed Chaudhary



Aaj Shahzeb Khanzada Kay Sath



On The Front With Kamran Shahid



Red Line With Syed Talat Hussain

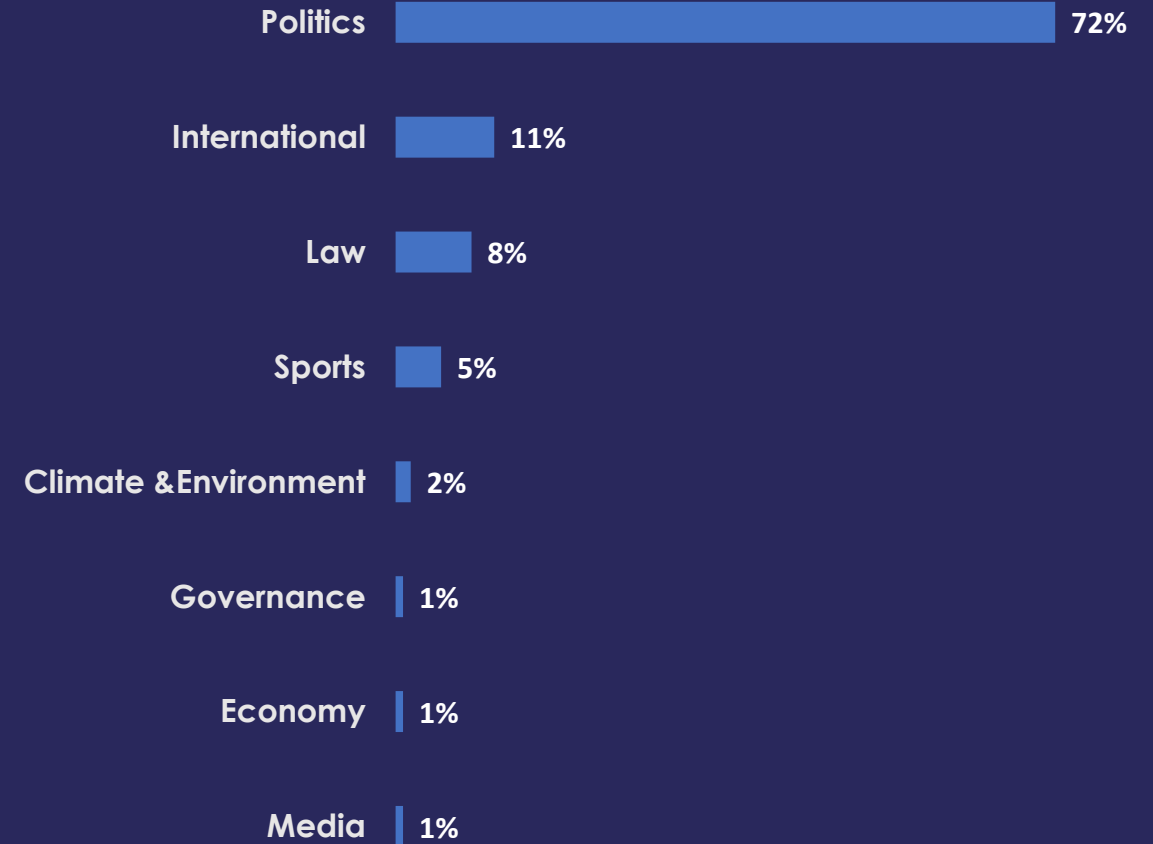


Aisay Nahi Chalay Ga

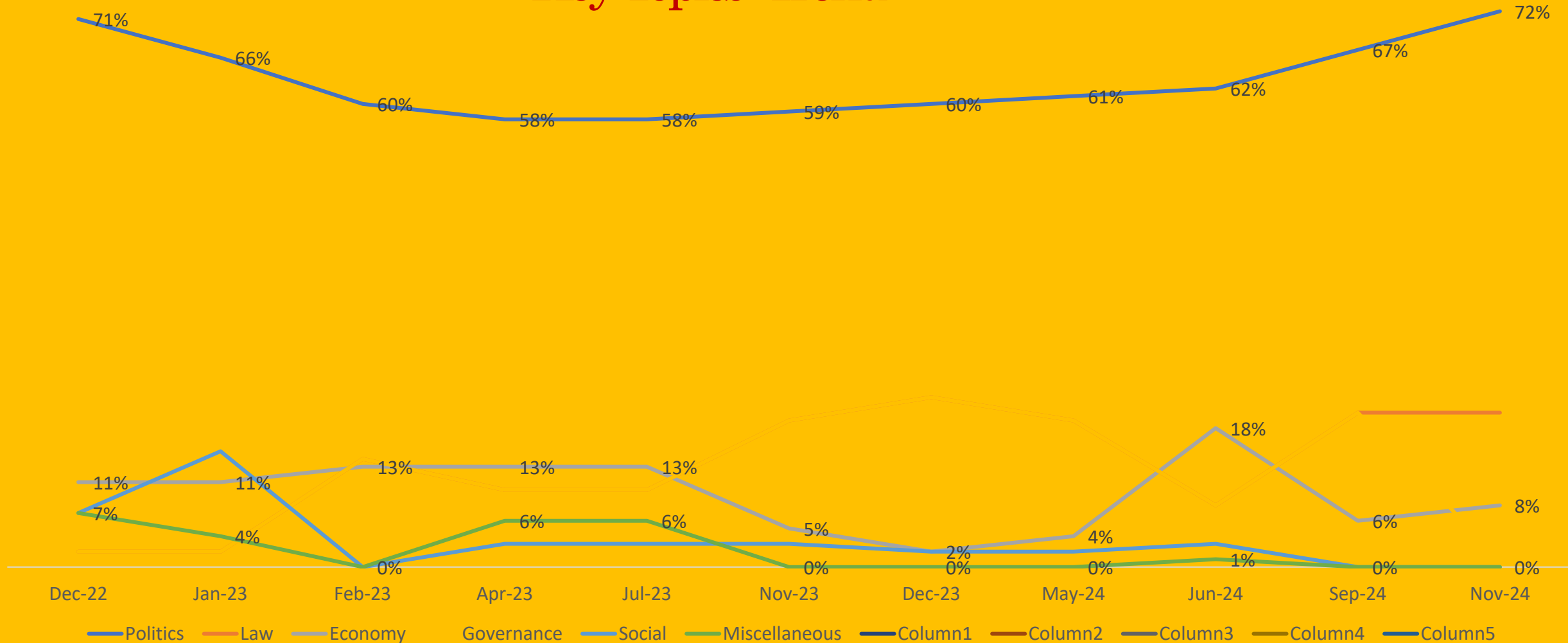
# Distribution of key topics

## Top 5 Topics Covered

|                      |     |
|----------------------|-----|
| Politics             | 72% |
| International        | 11% |
| Law                  | 8%  |
| Sports               | 5%  |
| Climate &Environment | 2%  |
| Media                | 1%  |
| Economy              | 1%  |
| Governance           | 1%  |



# Key Topics- Trend



Sep 2024

## Main Topics Discussed in the show

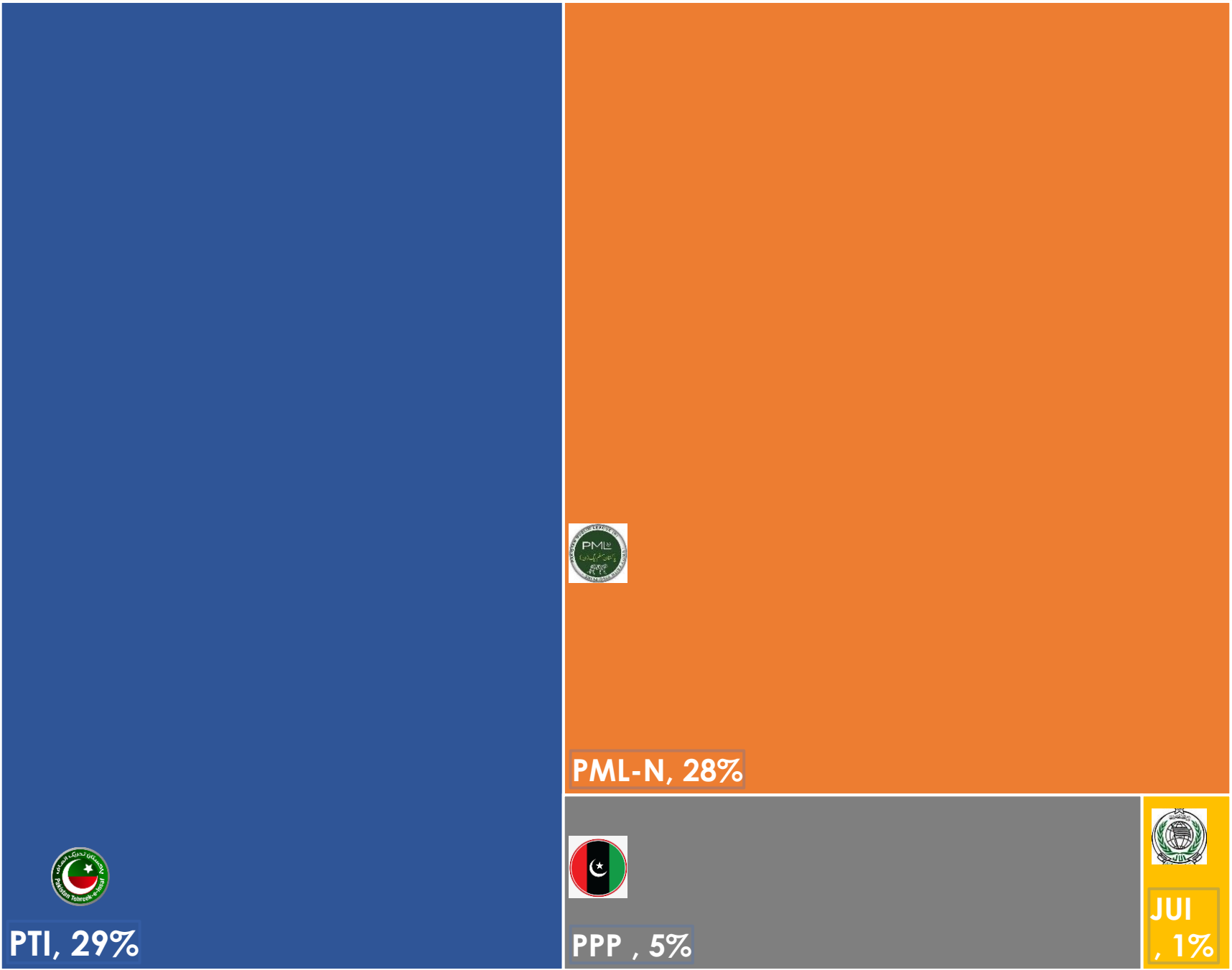
Economy  
Miscellaneous  
Politics  
Social Law  
Media

PTI Protest On 24 November

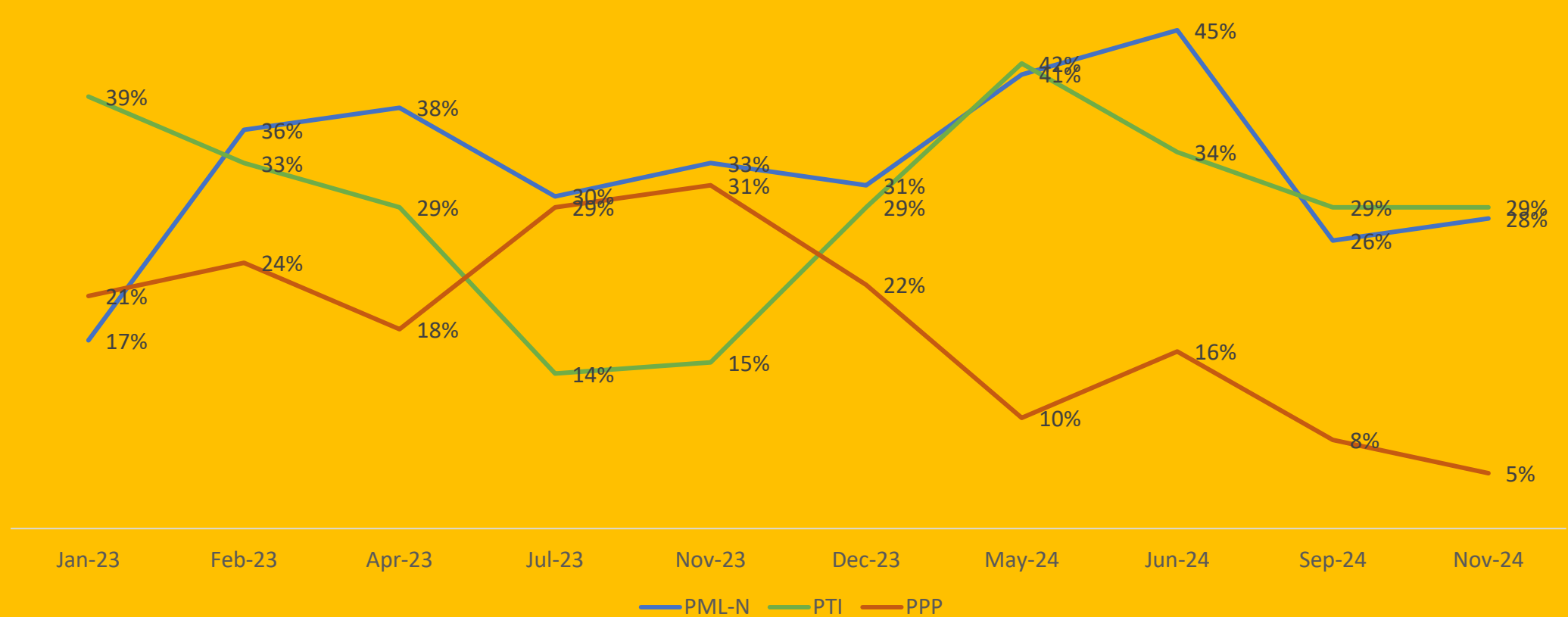
Trump Wins 2024 Presidential Election

# Participation by Political Party Affiliation

Nov2024  
Total Parties Appeared: 6



# Participation by Political Party Affiliation - Trend



# Number of Unique Guests



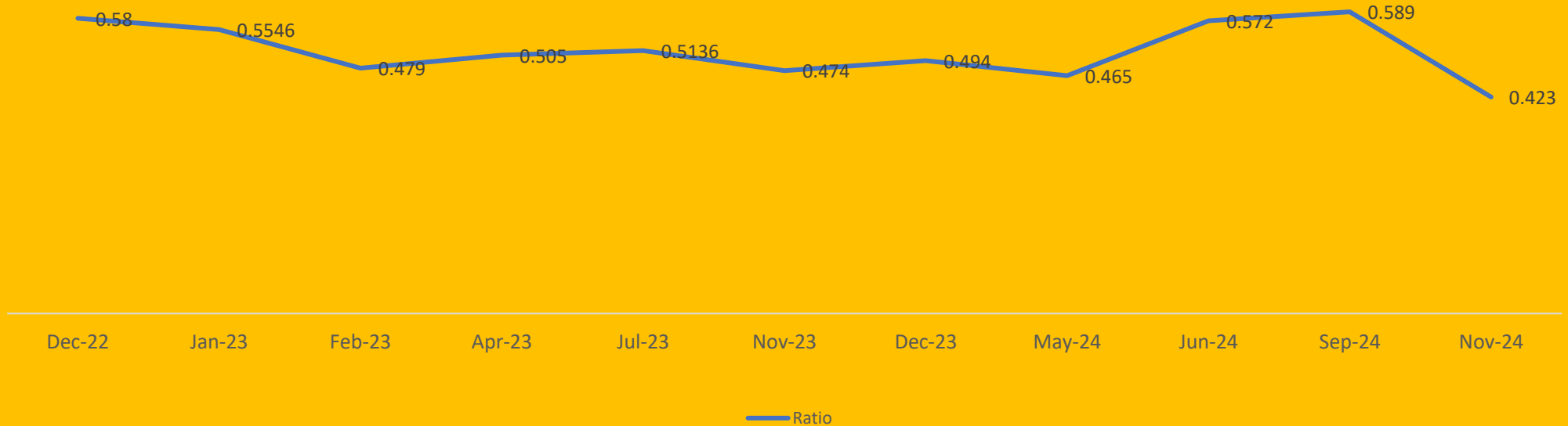
Nov2024

Total Programme : 8

# Number of Repeated Guests



# Uniqueness Ratio- Trend

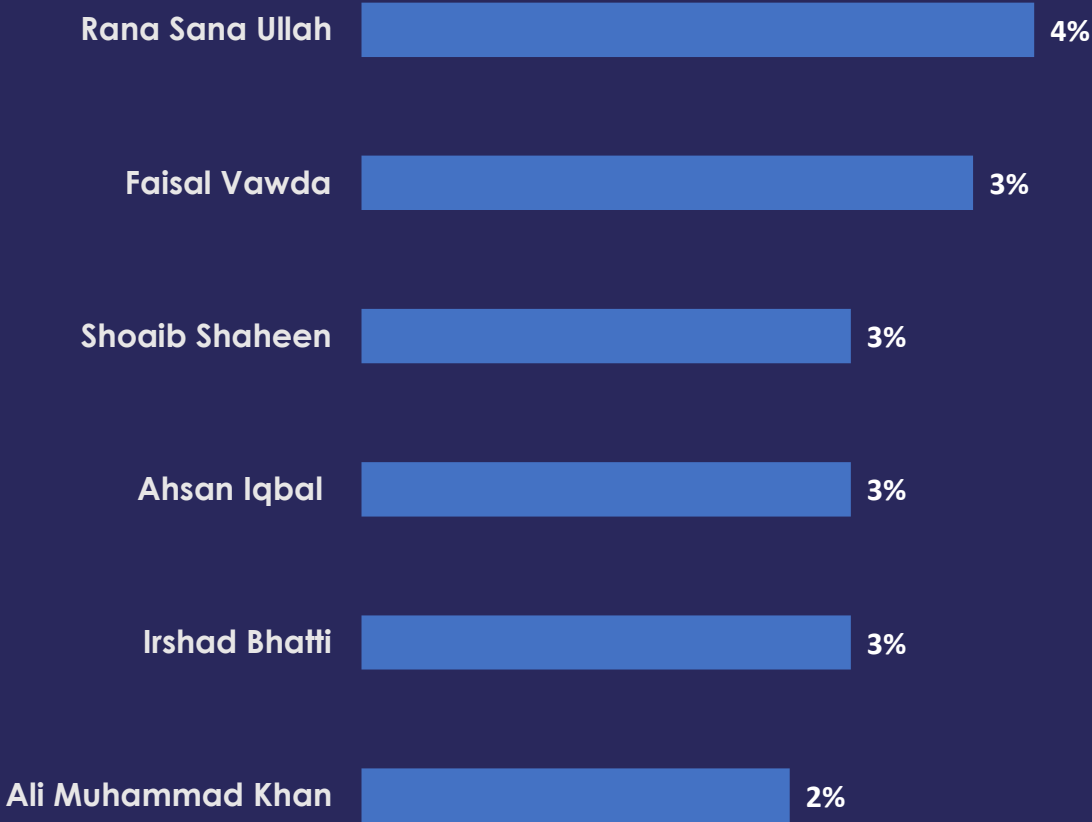


# Top 5 Guests

| Top Guests                                                                         |                 | Frequency |
|------------------------------------------------------------------------------------|-----------------|-----------|
|    | Rana Sana Ullah | 4%        |
|    | Faisal Vawda    | 3%        |
|    | Irshad Bhatti   | 3%        |
|   | Ahsan Iqbal     | 3%        |
|  | Shoaib Shaheen  | 3%        |

Nov 2024

Unique Guests : 129



# Top 10 Guests

Unique Guests : 129

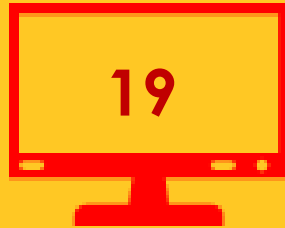
| Top Guests                  | Frequency |
|-----------------------------|-----------|
| Rana Sana Ullah             | 3.6%      |
| Faisal Vawda                | 3.3%      |
| Irshad Bhatti               | 2.6%      |
| Ahsan Iqbal                 | 2.6%      |
| Shoaib Shaheen              | 2.6%      |
| Ali Muhammad Khan           | 2.3%      |
| Haider Sherazi              | 2.3%      |
| Barrister Muhammad Ali Saif | 2.0%      |
| Tariq Fazal Chaudhry        | 2.0%      |
| Ahmad Awais                 | 2.0%      |

## Number of Unique Guests



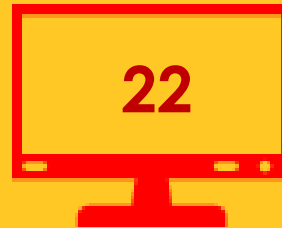
**11<sup>th</sup> Hour**

Total Guests = 35  
Uniqueness score= 77%



**Aisay Nahi Chalay Ga**

Total Guests =22  
Uniqueness score= 86%



**Capital Talk**

Total Guests = 27  
Uniqueness score= 81%



**Off the record**

Total Guests = 34  
Uniqueness score= 71%



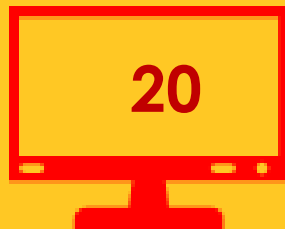
**On The Front With Kamran  
Shahid**

Total Guests = 51  
Uniqueness score= 57%



**AAJ SHAHZEB KHANZADA  
KAY SATH**

Total Guests = 42  
Uniqueness score= 50%



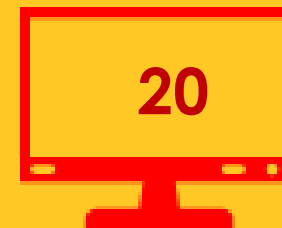
**Aiteraz Hai**

Total Guests = 23  
Uniqueness score= 87%



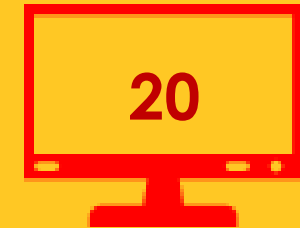
**Nadeem Malik Live**

Total Guests = 28  
Uniqueness score= 79%



**Kal Tak Javed Chaudhary**

Total Guests =20  
Uniqueness score= 100%

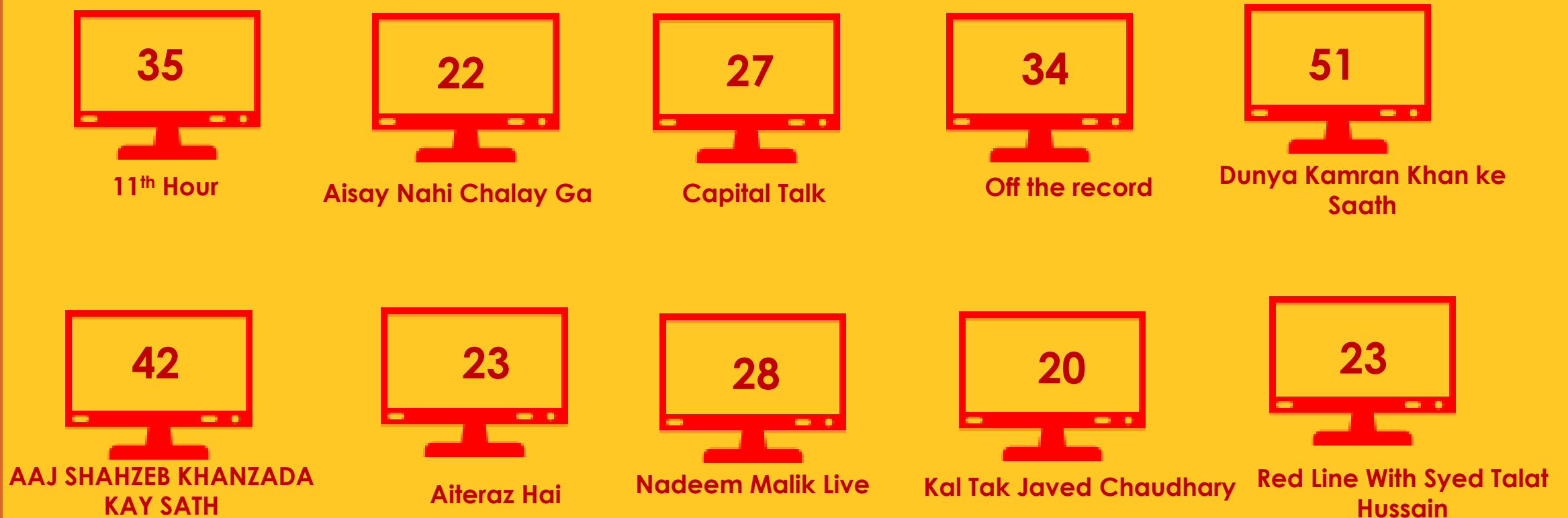


**Red Line With Syed Talat  
Hussain**

Total Guests = 23  
Uniqueness score= 87%

**Total Unique Guests= 129**

## Number of Repeated Guests



**Total Unique Guests= 129**

## Participation by Political Party Affiliation on Top 6 Channels



### Political Parties

**ARY New**  
\*(11<sup>th</sup> Hour, Off The Record, Aiteraz Hai)

**Express News**  
\*(Kal Tak Javed Chaudhary)

**SAMA A**  
\*(Red Line With Syed Talat Hussain, Nadeem Malik Live)

**Dunya News**  
\*(On The Front With Kamran Shahid )

**Geo News**  
\*(Capital Talk, Aaj Shahzeb Khanzada Kay Sath)

**Bol News**  
\*(Aisay Nahi Chalay Ga)

|        |        |        |        |        |        |        |
|--------|--------|--------|--------|--------|--------|--------|
| PTI    | 37%    | 25%    | 30%    | 14%    | 30%    | 26%    |
| PML-N  | 19%    | 19%    | 42%    | 33%    | 32%    | 21%    |
| PPP    | 7%     | 0%     | 5%     | 6%     | 0%     | 21%    |
| JUI    | 1%     | 0%     | 0%     | 0%     | 2%     | 0%     |
| Others | 34%    | 50%    | 23%    | 44%    | 34%    | 32%    |
| JUI F  | 1%     | 6%     | 0%     | 3%     | 2%     | 0%     |
| Total  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

# Glossary of Terms

**Uniqueness score:** The **uniqueness score** refers to the percentage of guests who are considered unique out of the total number of guests. It reflects how much of the guest list is made up of individuals who are not repeated.

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